



JEANNIE CHO LEE LAUNCHES 'ASIAN PALATE' IN HONG KONG

*Unique coffee table book leads readers through a discovery of
Asian food and wine pairing*

(HONG KONG, November 09, 2009) – Jeannie Cho Lee celebrated the highly anticipated launch of her inaugural book 'Asian Palate' on Friday, 6th November, at the Hong Kong International Wine and Spirits Fair, along with 200 distinguished guests and media friends.

Asian Palate is a beautiful and unique 220-page, hardcover coffee table book highlighting the increasingly prominent role of wine in the dining experiences across 10 major cities in Asia: Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai.

Throughout January and February 2010, the author will embark on a 10-city book tour, sponsored by Hyatt Hotels and Resorts, to visit all the cities covered in the book. Sponsors currently confirmed for the book tour include Chateau Palmer, Maison Joseph Drouhin, Moet Hennessey and Shaw & Smith. Additional sponsors will be confirmed over the next several weeks.

The author, Jeannie Cho Lee, is the first Asian to obtain the Master of Wine title from the prestigious Institute of Masters of Wine in London, joining the elite group of 278 such title holders in the world in 2008. Regarded as one of Asia's pre-eminent authorities on wine, Jeannie's first book takes an insightful and informative look at the development of Asia's diverse cuisines and how wines can best complement each distinctive flavour.

"Asian Palate is the result of years of research and offers a new perspective on pairing wine with Asian food that takes into consideration factors unique to the Asian table such as strong condiments and spices, communal dining and a very wide range of flavours. In many parts of Asia, pairing wine with Asian cuisine is a new area of discovery and I hope Asian Palate helps readers enjoy and savour that journey," said Jeannie Cho Lee.

Asian Palate also covers historical influences on the dining and beverage cultures of the 10 cities, summarising the typical dishes with recommended wines to pair with them.

Asian Palate provides suggestions on the best wines to accompany informal, family style meals as well as more formal, banquet style occasions. Unique illustrations and graphics especially developed for the book aid in categorising and highlighting the key information to matching Asian food with wine.

Perfect for all wine and food enthusiasts, Asian Palate is the first of a two-part offering to include Mastering Wine at the Asian Table, focussing on mastering the language of wine using Asian descriptors as well as traditional Western descriptors, understanding the major grape varieties and becoming familiar with the key quality wine regions around the world with views from major Asian wine collectors.

Born in Seoul, Korea, Jeannie has lived in numerous cities around the world, including New York, Boston, London and Kuala Lumpur before making Hong Kong her permanent home in 1994. Since 1996, Jeannie has specialised in food and wine writing in regional as well as international publications including renowned wine magazines such as Decanter, Wine Spectator, Revue du Vin and The Asset. Jeannie writes several monthly wine columns in publications such as Decanter (China edition), Noblesse (Korea and China editions) and Baccarat (Hong Kong) and is currently Singapore Airlines' Wine Consultant.

Her work as an international wine judge, speaker, journalist and educator has led to extensive travels through Europe and North America and in 2009, she was awarded the Vinitaly International Award for her contributions to the wine industry.

Asian Palate is priced at US\$98 and is available to order from Asset Publishing and Research Limited +852 2573 6078, books@theasset.com, <http://www.amazon.com> or from Watson's Wine Cellar stores in Hong Kong.

For more information, please contact:

Luci Pickett or Francis Lau

Grebstad Hicks Communications Ltd

Hong Kong

Tel: (852) 2810 0532

Fax: (852) 2525 7972

Email: luci.pickett@ghcasia.com / francis.lau@ghcasia.com

李志延新作《ASIAN PALATE》於香港正式面世

引領讀者深入了解亞洲佳餚美酒的完美配搭

(香港, 2009年11月9日) – 葡萄酒大師李志延 (Jeannie Cho Lee MW) 於上星期五 11月6日於香港國際美酒展中, 與多於 200 位賓客及傳媒朋友慶祝《Asian Palate》隆重面世。

《Asian Palate》為一本 220 頁的精裝硬皮書, 皆在闡述在十大亞洲城市, 包括香港、上海、北京、台北、東京、首爾、曼谷、吉隆坡、新加坡及孟買等地, 葡萄酒於餐飲體驗中日益重要的主導角色。

2010年1月至2月期間, 李志延將親身到訪書中涵蓋的十大亞洲城市, 而旅程則由君悅酒店全程贊助。其他贊助商包括, Chateau Palmer、Maison Joseph Drouhin、酪悅軒尼詩及 Shaw & Smith 攜手贊助, 更多的贊助商將會於數星期內確認加入。

《Asian Palate》作者 Jeannie Cho Lee 於 2008 年獲倫敦 Institute of Masters of Wine 頒發葡萄酒大師 (Master of Wine) 資格, 成為首位獲得此名銜的亞洲人。全球目前只有 278 人擁有此尊貴稱號, 因此 Jeannie 被認定為亞洲、以至國際葡萄酒業之權威。她編寫的首部作品《Asian Palate》將以獨到見解深入論述亞洲多元化菜系的發展, 以及如何透過葡萄酒將美饌的獨特味道完美發揮。

Jeannie 表示: 「《Asian Palate》乃經過多年深入鑽研而編寫, 以獨到見解論述亞洲菜式與美酒的配搭。對於亞洲多個地區而言, 葡萄酒仍是有待了解的嶄新範疇, 我希望透過《Asian Palate》, 加深讀者對葡萄酒的興趣。」

《Asian Palate》將論及影響亞洲十大城市餐飲文化的歷史元素, 並為讀者推介配搭各地傳統菜式的心水葡萄酒; 此外, 《Asian Palate》為不同場合, 如輕鬆家庭晚宴或盛大宴會等提議最佳的美酒選擇。《Asian Palate》更附有精美插圖, 將亞洲菜式與美酒配搭的重要資料整齊分類, 方便讀者。

Jeannie 現正著手撰寫另一本關於葡萄酒與美食的書籍, 作為首本作品《Asian Palate》的延續。《Mastering Wine at the Asian Table》以亞洲角度解構西方傳統葡萄酒術語、細列各大葡萄種類, 並載有亞洲多名葡萄酒收藏家的心得, 加深讀者對全球多個頂尖釀酒區的認識。

Jeannie 出生於南韓首爾, 曾旅居世界各地多個城市, 包括紐約、波士頓、倫敦及吉隆坡, 至 1994 年, 她選擇定居香港。自 1996 年起, Jeannie 為多本亞洲及國際雜誌擔任美食佳釀專欄寫作, 當中包括著名葡萄酒雜誌《Decanter》、《Wine Spectator》、《Revue du Vin》、《The Asset》, 以及國際中文版《Decanter》。此外, Jeannie 每月亦為多本刊物撰寫葡萄酒專欄, 包括韓國及中國版《Noblesse》, 以及香港版《Baccarat》。她更是新加坡航空公司的葡萄酒顧問。

Jeannie 身兼葡萄酒評審、講者、記者及導師, 於業界享負盛名。她曾多次旅歷歐洲及北美洲。2009 年, Jeannie 獲頒發「Vinality 國際大獎」, 以表揚其對葡萄酒業的貢獻。

《Asian Palate》售價為 98 美元，現已接受訂購。如欲訂購，請致電+852 2573 6078，聯絡 Asset Publishing and Research Limited、瀏覽 www.amazon.com，或親臨香港各 Watsons Wine Cellar 分店。

傳媒查詢，請聯絡：

香港嘉希傳訊

劉曉泉 (Francis Lau)

電話：(852) 2810 0532

傳真：(852) 2525 7972

電郵：francis.lau@ghcasia.com



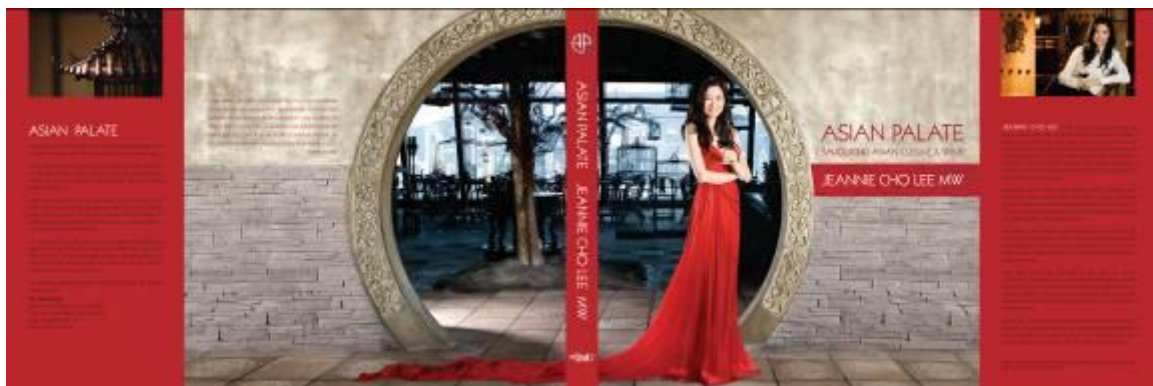
Jeannie Cho Lee celebrated the highly anticipated launch of her inaugural book 'Asian Palate' on Friday, 6th November, at the Hong Kong International Wine and Spirits Fair

葡萄酒大師李志延 (Jeannie Cho Lee MW) 於上星期五 11 月 6 日於香港國際美酒展中，與多於 200 位賓客及傳媒朋友慶祝《Asian Palate》隆重面世



Asian Palate leads readers through a discovery of Asian food and wine pairing

《Asian Palate》引領讀者深入了解亞洲佳餚美酒的完美配搭



Asian Palate is a beautiful and unique 220-page, hardcover coffee table book highlighting the increasingly prominent role of wine in the dining experiences across 10 major cities in Asia: Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai

《Asian Palate》為一本 220 頁的精裝硬皮書，皆在闡述在十大亞洲城市，包括香港、上海、北京、台北、東京、首爾、曼谷、吉隆坡、新加坡及孟買等地，葡萄酒於餐飲體驗中日益重要的主導角色